

localism is what radio broadcasters are all about. we're here in the community reporting traffic accidents, school closings, weather alerts etc.kykc has invested thousands in an exclusive weather reporting system that breaks in on regular programming whether its 1pm or 3am, all in an effort to better serve and protect our listeners.

on a regular basis we conduct polling on air and our website to get a better feel what the needs of the community are and how to address them with civic leaders.

every election cycle we air debates between local candidates so our listeners get a better idea of the issues and where the candidates stand on those issues.

kykc is a corporate sponsor for the american cancer society's "relay for life" which has raised more money in ada than any cancer event in the state on a local level. we are also a corporate sponsor for march of dimes "walkamerica".

when there is a disaster anywhere across our country, kykc teams up with the american red cross in fund raisers.

the list of what the overwhelming majority of local broadcasters do to inform their listeners and be involved in the community is almost endless. once again, "localism" is what we are all about. "localism" is what separates us from the big "satellite" broadcasters and we are not only happy to provide those services but proud as well.

mike hall  
kykc  
general manager